



Digital Marketing & Analysis

Project Scope	A team of up to 20 students, each working in small teams, will identify ways your organisation can utilise digital marketing strategies to improve your competitiveness. Students will conduct a digital marketing health check on your current digital marketing strategies and ways they can be improved, in addition to developing specific digital marketing strategies and campaigns relating to your organisation's goals and objectives.
Intake	This topic is offered during our semester one intake (March–June)
Key Commitments	<ul style="list-style-type: none">• Student/client briefing session (Week 3)• Final student presentations to client (Week 12)
Project Outcomes	<p>Each student team that you work with will produce two main pieces of work:</p> <ul style="list-style-type: none">• Final presentation: Students will detail their final research findings and strategic recommendations, and provide details on how they should be implemented.• Final report: The student team will present a professional report outlining all stages of their project research and strategic recommendations.
Mode of Delivery	This program is offered either in person or online.
Participation Fee	There is no participation fee for this program.